

Subject: RE: Spring Door Hanger - timing
From: Miki Payne <Miki@hbdrollinger.com>
Date: 02/27/2017 09:11 AM
To: Donald Duckworth <duckworth.donald@gmail.com>

Well, it is not "supposed to" rain on either day. That said, I still think a door hanger is very expensive and I worry that we might be premature. That said, you have a better feel for what the BID is capable of supporting this next year till we get some "Sunday foot traffic".

If you want one of these dates...I would agree that the one before Easter is best....I wonder why we just didn't make that the "event".

Miki Payne
Operations Manager

Drollinger
P R O P E R T I E S

8929 S. Sepulveda Blvd.
Suite 130
Los Angeles, CA 90045
(310) 417-8048 Ext. 15

From: Donald Duckworth [mailto:duckworth.donald@gmail.com]
Sent: Sunday, February 26, 2017 10:05 PM
To: Miki Payne
Subject: Fwd: Spring Door Hanger - timing

What do you think?

----- Forwarded message -----

From: **Cynthia Rogers** <westchester.cfm@gmail.com>
Date: Fri, Feb 24, 2017 at 2:08 PM
Subject: Spring Door Hanger - timing
To: Donald Duckworth <duckworth.donald@gmail.com>, Miki Payne <Miki@hbdrollinger.com>, Les Watt <les@blacktievalet.com>

Hi all,

I've been thinking about our timing with respect to the door hanger. I think given our foot traffic we do need to explore all marketing options. That said, given the door hanger distribution piece will be the priciest - I'd love to get the most out of it.

We have two Spring events: 3/19 (Spring Fest), April 9th (Easter) with only two weeks between the two. I recommend we consider rolling out the door hanger for Easter as opposed to the Spring Fest. Couple thoughts to consider:

- **Two additional week window** - if we set up the door hanger for the Easter Celebration, on April 9th, then we have two more weeks to get the market ready which will be key for folks like Cafe Laurent and others I hope to add.
- **Ride the wave** - April really is the start to get us in the mix for a strong second quarter leading into Summer. It's only two week difference but it could be helpful.
- **Community booth participants** - while we are up to around 25 organizations that have shown interested in supporting the market and coming out, I have a feeling we'll get some extra good love for an Easter celebration - something about little kiddos and cute Easter bunny (which I nominate Don to wear the outfit!!) is always a hit.
- **Spring Fest** - two weeks beforehand - we still have this and it'll be fun and a great market morale booster and we'll promote accordingly but Easter seems like a bigger better fit for a larger messaging push.
- **Setting a tradition** - at some point, while we will continue to do special events on an on-going bases with Health & Wellness Festivals and our Fall Holidays, etc; I do see us carving out **3 biggie events** (which we may drive with a larger marketing push; with door hangers and alike): **Spring (Easter), Summer (Anniversary Celebration/4th of July Parade tie in), Fall (likely October Pumpkin Fest or a November Harvest Fest)**. If we have set tent-pole events, it can grow over time with extra touches - like potentially the over the street set special event banners, etc so what we do this year could add value to subsequent years and so on.

Okay, what say you? If Easter is a go for our door hanger it shifts my outreach to participants and other activity tie-ins that I'd like to get a hop on now'ish,

Onward!

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Cynthia Rogers
Westchester Farmers' Market
Operations & Market Management
www.westchesterfarmersmkt.com
(310) 936-9060